

## Free Report Reveals...

# Absolute Proof the "Internet Blackhole" is Stealing Your Customers, Swiping Your Profits and How It'll Keep On CRUSHING Your Response Rate Until There's Virtually NO-ONE Left to Read Your Email – Unless You Take Action Right Now!

This Report Courtesy Of: **Mark Tse** - [www.marktse.com](http://www.marktse.com)

Dear Friend,

Is the Internet "Blackhole" Stealing YOUR Customers and Profits?

A program we've been using to test the deliverability of our email over the last few months has given us the following printout that shows you **absolute PROOF** its happening.

### Image One - **Proves Internet Blackhole Exists!**

Domain	Inbox	Bulk	Missing	First Seen	Last Seen
▶ OVERALL	58%	27%	15%	03/11/05 16:22:48	03/11/05 17:43:24
▶ aol.com		100%		03/11/05 17:22:49	03/11/05 17:23:21
▶ bellsouth.net	100%			03/11/05 17:22:30	03/11/05 17:22:50
▶ cs.com	100%			03/11/05 17:22:34	03/11/05 17:42:54
▶ earthlink.net	100%			03/11/05 17:42:09	03/11/05 17:43:24
▶ excite.com			100%		
▶ hotmail.com		100%		03/11/05 17:22:31	03/11/05 17:22:50
▶ msn.com		100%		03/11/05 16:22:48	03/11/05 17:22:46
▶ netscape.net			100%		

(screen capture continued below)

▶ netzero.com	60%		40%	03/11/05 17:22:33	03/11/05 17:23:08
▶ sbcglobal.net	100%			03/11/05 17:22:30	03/11/05 17:22:51
▶ usa.net	100%			03/11/05 17:22:30	03/11/05 17:22:50
▶ verizon.net	100%			03/11/05 17:22:49	03/11/05 17:22:49
▶ worldnet.att.net	100%			03/11/05 17:22:27	03/11/05 17:22:48
▶ yahoo.com	100%			03/11/05 17:22:28	03/11/05 17:22:51

The image above shows you the ACTUAL delivery of my email, sent through my autoresponder to my customers. *(This was an email I sent last week that had an audio recording I'd promised to send out, from one of my conference calls.)*

In a minute we'll analyze the results of this image, but first, let me illustrate the problem.

### **The Problem:**

Legitimate customer email messages and emails to affiliates or subscribers are being sucked into the "Internet Blackhole", causing your profits and response rate to slide down to an all time low.

Here's an example of what I mean:

I get emails like these from my customers all the time that virtually tell me they haven't received my email, yet there doesn't appear to be a problem with their email address and the email was definitely sent:

*"Marlon, someone told me you've just launched a new series of teleconferences. Why didn't I get an email about it?"*

Or:




*"Marlon, if I recall, I was supposed to get an email from you with a discount coupon I could use. I didn't get it. Why?"*

The problem isn't that the emails aren't being sent. They go out by autoresponder or my staff sends them out manually.

The problem is that **once the email leaves my system it's not reaching the customer**. It's being blocked en-route by their ISP who has decided the email is garbage or junk and tosses it without the customer knowing it.

If polled, you'd be surprised at the number of your customers or your affiliates who'll tell you they haven't received an email from you in ages.

Here's proof of that:

Voting results		
<b>1) Did You Receive The Reseller Email Yesterday?</b>		
Yes, I Received It		41.35%
No, I Never Got It		52.64%
I'm Just Not Sure		6.01%

In the image above you'll see a WHOPPING 52.64% of the people told me they didn't receive the email I sent the day before. So for just that one email alone, half the people didn't get it.

*(To get these results I contacted the resellers another way and asked them to get to the website and fill out the survey.)*

## How to Find Out If Your Customer Emails Are Being Dumped Into the Ever Growing "Internet Blackhole" ...

According to the latest stats, 10 out of 12 emails are being "dumped" into the Internet Blackhole and that includes the email you're sending to your customers. Now you can try a service like this and see for yourself, but based on my experience and my testing, you can pretty much take my word for it.

I'm going to save you the cost of signing up for the service yourself and share the results of my tests with you.

**Let's go back to the screen captures for a minute** so I can explain to you what you're seeing. Then **in a minute, I'll show and tell you what the solution is.**

***(Referring to Image 1)*** In the **first screen capture** example **you can see that AOL BLOCKED not just 5 or 10% of the email to my customers, but a FULL 100%** of email to EVERY single AOL user on my customer list was sucked into the "Internet Blackhole". And once the email gets sucked in, it's rarely seen again.

Netscape (for some reason) always blocks ANY email I send straight out so it's listed as **100% missing**. When your mail is "missing" that means it was deleted before it ever reached the subscriber and they'll never see it. No one will.

In image 1 you'll see that **NetZero ditched 40%** of the mail, but let 60% through into the in-boxes of their customers.

The next big problem in image #1 is that MSN and Hotmail both decided to dump 100% of the email to the bulk folder, so that's as good as gone.

**Image Two: Email to Mailing List and Customers** (Dated March 2005)

This next screen capture shows you the results of an email I sent about 10 days ago to my subscribers and customers in one mailing:

Domain	Inbox	Bulk	Missing	First Seen	Last Seen
▶ OVERALL	71%	9%	19%	03/01/05 17:54:34	03/01/05 19:01:31
▶ aol.com		100%		03/01/05 17:59:38	03/01/05 17:59:53
▶ bellsouth.net	100%			03/01/05 17:59:21	03/01/05 17:59:34
▶ cs.com	100%			03/01/05 17:59:31	03/01/05 17:59:52
▶ earthlink.net	100%			03/01/05 18:21:36	03/01/05 19:01:31
▶ excite.com			100%		
▶ hotmail.com			100%		
▶ mac.com	100%			03/01/05 17:59:22	03/01/05 17:59:35

The results of this as far as AOL delivery goes is about the same as the first screen capture I showed you. **100% of the email to AOL customers was sent to the bulk folder.**

**Hotmail ditched 100% of the email** so none of the thousands of hotmail users on my list will have received that email.

**Excite dumped 100% of the email** so no one who uses Excite to connect to the Internet will ever see that information. (If you're one of my customers and you use Excite then this will explain why you probably don't get email from me.)

**Here's the rest of screen capture #2:** (continued below)

▶ mail.com	100%			03/01/05 17:59:21	03/01/05 17:59:21
▶ msn.com			100%		
▶ netscape.net	100%			03/01/05 18:03:10	03/01/05 18:03:14
▶ netzero.com	100%			03/01/05 17:59:22	03/01/05 17:59:35
▶ sbcglobal.net	100%			03/01/05 17:59:24	03/01/05 17:59:36
▶ usa.net	100%			03/01/05 17:59:22	03/01/05 17:59:34
▶ verizon.net	100%			03/01/05 18:10:25	03/01/05 18:10:25
▶ worldnet.att.net	100%			03/01/05 17:59:20	03/01/05 17:59:33
▶ yahoo.com	100%			03/01/05 17:59:20	03/01/05 17:59:35

**Here's a HUGE problem:**

MSN **dumped 100% of my mail** as well so that means no one using MSN will have seen that email from me.

**When 3 of the biggest ISP's in North America dump 100% of your email, just imagine what that does to your response rate and profits!**

**When the MAJORITY of email addresses on your list are probably AOL and Hotmail, the amount of profits being lost are astronomical!**

Now that you've seen these results, now that you're aware of what's happening to the email **I'd like to see if you can guess what the SPAM RATING WAS on the email BEFORE it was sent?**

Would you guess 4.5 out of 5?

How about 3 out of 5?

2 out of 5?

Since so much mail was tossed I'm sure you think I must have done something wrong or used some combination of "spam" trigger keywords in the letter right?

Wrong!

The spam rating on BOTH those messages was... **ZERO**

Are you starting to get the picture now?

Even if you have a ZERO spam rating out of 5 (5 meaning your mail "may" not get through according to Spam Assassin) on your email it can and probably will still get DUMPED into the blackhole.

That's what's happening to me. I always try to keep the spam rating to 1 or less but even with a 0 rating the mail is still getting trashed on a constant basis.

Just for the record, the emails in question were sent as TEXT only so it's not as though the problem was caused by HTML code or scripts in the email, etc. I do send a lot of HTML email and the results on those mailings are equal to or worse than what you see in the screen captures. Heck, just for using HTML without any content IN the email at all (a blank HTML email, for example), your spam rating goes up to 1.7 automatically.

If you use **RED fonts** in the HTML email, it adds another point to your spam score. And unless you add a whole letter of text BELOW the html then you get another point added to your score. So it's getting pretty near impossible to SEND a nicely formatted message to your customers. And even text alone isn't working anymore.

To help paint the picture for you, I've taken this page that you're reading right now and plugged that into my autoresponder, just as if I was going to send it to my subscribers. I've selected to send it as HTML versus text.

Here's the result:

Subject	Spam?	Test
<a href="#">Insert Your Subject Here</a>	4.6	Test

To see what the problem is, why the rating is so high, we just click open the 4.6 rating and see what they've got to say.

Points	
1.9	BODY: Dear Friend? That's not very dear!
0.9	BODY: Message is 40% to 50% HTML
0.2	BODY: HTML included in message
0.3	BODY: HTML has a big font
0.5	BODY: HTML has a low ratio of text to image area
0.7	BODY: Message only has text/html MIME parts
0.1	BODY: HTML font color is red
0.1	Asks you to click below

So we're docked 1.9 points (more than the average email amount should be) just for using "Dear Friend". That tells me you'd better ALWAYS collect

your subscriber's names because if you don't, you're stuck using Dear Friend or something in its place and it'll cost you down the road.

Heck, in a few months who's to say if you'll even be able to send an email without the recipient's name.

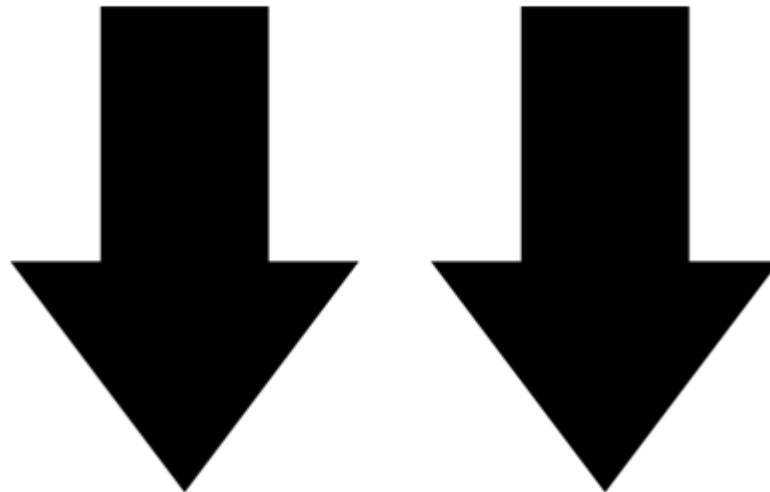
Because my ratio of HTML to text is about half and half, it's another 0.9 points. I find this really frustrating because it means I can never send just HTML. I've got to include the HTML at the top then embed a table below that and write a whole bunch of text related to the item being promoted, just to balance out the text/html ratio!

Then add on the BIG font I used, the font color being red and god forbid, asking someone to click below and you've got a rating of 4.6 and you can pretty much be guaranteed it ain't getting delivered to anyone.

How do you fix this to get the mail through? Well **you can either chip away at the issues in the spam rating and try to comply with the demands** over and over until you're ready to tear your hair out...

**Or you can use the solution below.**

# **scroll down the page**



The solution to the problem:

## Introducing the "New Wave Direct Mail Success System!"



The solution to this problem is to **bypass the Internet Blackhole** by using the new "[Direct Mail Success System](#)" to send out postcards, newsletters, 2 page letters or full blown sales letters on a semi auto-pilot basis to your customers, (affiliates if you've got 'em) and your prospects.

Of course there are a few things you can do with your email to try and fix the deliverability issue, but none of it is permanent or guaranteed.

What we've done is something very different. We've started sending Direct Mail to our customers, affiliates and prospects and using this form of communication versus email, we're pretty much guaranteed that our marketing messages are getting through. Unlike email, these letters, flyers, postcards and sales messages actually reaches the recipient.

### **If you're relying on email alone to communicate with your customers, you're making a serious mistake!**

Most people don't do direct mail because they think you have to do big quantities, but if you live with the USA, with our system, you can send as little as 1 piece, or 10, or 100, or more. But the point is that you can send small quantities.

Once a week we login to our online account, upload the list of customer addresses, select the postcard that we want to send out (from the ones we've already uploaded to the system) and click SEND. (*This only works for mailing to US customers **but we do have solutions for mailing to non USA customers** that are nearly as "point 'n click" simple as this.*)

The whole process takes less than 10 minutes a week and using this semi auto-pilot system we can program up to 4 weeks of mailings at a time to EACH list of names and addresses.

Just imagine having preprogrammed a series of regular customer follow-up postcards, letters to associates with reminders of their affiliate ID's, new product announcement sales letters, self sealed 2 page mailers advertising your new product or service -- virtually anything you can think of.

And what happens to those direct mail pieces is that they get D-E-L-I-V-E-R-E-D.

There's no rep from AOL screening what the postal worker puts into the mailbox with this system! No one from Excite, MSN, Hotmail, NetZero or any other ISP can stop the postal worker from getting your message through so it's a real thing of beauty and it's extremely simple to set up once you know what to do and what sources to use for your direct mail marketing.

Here's an example that shows you **the first postcard we send out:**

From the Desk Of Marion Sanders	
<b><u>SAVE THIS POSTCARD!</u></b>	
<p><b>Dear Customer,</b></p> <p>Just a reminder, if you need customer support for any problems or questions you've got, use the support options below:</p> <ol style="list-style-type: none"><li>1. LIVE CHAT is the quickest and easiest way to get answers. We are available 10 a.m. to 7 p.m. Central Standard Time 5 days a week.</li><li>2. Use the support desk where you will receive a ticket number and a login to our support desk where you can check your ticket number anytime.</li></ol> <p>* Please do not send email. It's not trackable.</p> <p><a href="http://www.amazingformula.com/support">http://www.amazingformula.com/support</a></p>	<p><b><u>Who else gives you support like this?</u></b></p> <p>May I point out that we are one of a small handful of companies selling Internet marketing information that employs our OWN customer support team full time AND backs that up with live chat from our web sites.</p> <ol style="list-style-type: none"><li>1. By using live chat, you won't exchange endless emails and get frustrated. You get immediate answers.</li><li>2. If live chat is not convenient for you (ex: you live outside the U.S. time zones), then use our support desk where you receive a ticket number.</li></ol> <p>You can log in and check your ticket number anytime.</p> <p><a href="http://www.amazingformula.com/support">http://www.amazingformula.com/support</a></p>

The back of the postcard has our URL's on it along with information on where to get support.

Seven days later the postcard on the next page goes out automatically and it includes all of our product URL's and support information again.

On the back of the postcard (the side with the customer address) you have quite a bit of room for an additional marketing message, photo of your new product or virtually anything you can think of.

From the Desk Of Marlon Sanders

## **Instant Postcard Rolodex™ SAVE!**

Dear Customer,

I want to make selling products and services as simple for you as possible. To save you a TON of time in research, on this card, I've listed resources for you. Transfer this data to your Rolodex or your online diary.

1. **Start page.** Make this page your start page because it's loaded with key resources: [www.therealstartpage.com](http://www.therealstartpage.com)
2. **Autoresponders:** Sign up for the free 30 day trial at [www.automateyourwebsite.com](http://www.automateyourwebsite.com).
3. **Take Credit Cards:** We use paypal.com for our credit card orders. We have also used paysystems.com
4. **Write Sales Letters:** To write your sales letters by filling in the blanks, use [www.pushbuttonletters.com](http://www.pushbuttonletters.com)
5. **Remind yourself:** A simple one that works out of your system tray: <http://bus7.rsn.bth.se/~nopo/> (Or just search google for "virtua reminder".)
6. **Instant memory:** Easy Noter from [www.artplus.hr](http://www.artplus.hr)
7. **Instant chat:** [www.icq.com](http://www.icq.com) or Yahoo Messenger
8. **Get audio transcribed:** [www.idictate.com](http://www.idictate.com)
9. **Free Report:** Why some people succeed online and others fail - [www.cashlikeclockwork.com/report.htm](http://www.cashlikeclockwork.com/report.htm)
10. **Get commissions on my products:** [www.hitsucash.com](http://www.hitsucash.com). Sign up for my affiliate program - free!
11. **Get support** from us on our products. Got a problem. Our support is available daytime 5 days a week. [www.amazingformula.com/support](http://www.amazingformula.com/support)
12. **Create your own info products:** [www.yourownproducts.com](http://www.yourownproducts.com) will get you on the right track.
13. **Track your traffic:** Most amazing, drop dead, traffic stats program you have ever seen: <http://visitorville.com>
14. **Record audio files:** I use Sound Forge from [www.sonicfoundry.com](http://www.sonicfoundry.com).
15. **Put your customers in a database:** MyMailList software from [www.elibrium.com](http://www.elibrium.com) or ACT or Goldmine. All will work.
16. **Eliminate spam:** MailWasher software from [www.firetrust.com](http://www.firetrust.com). I LOVE this software.
17. **Sell your products like crazy:** [www.amazingformula.com](http://www.amazingformula.com)
18. **Send postcards online:** [www.amazingmail.com](http://www.amazingmail.com)

For four weeks in a row the postcards are automatically printed and sent and best of all, **this is done with NO minimum quantity and very inexpensively!**

**Using this system you can send as little as ONE piece of mail.**

In the [Direct Mail Success System](#) course we actually give you the entire 8 sequence mailing we've been using in our own marketing. And **this is really just the tip of the iceberg.**

There are many more things we cover in the course...

### **For example:**

\* How to **quickly, simply and easily build a mailing list** of the 200 people most likely **to send your sales through the roof**, complete with addresses double-checked against the National Change Of Address Database (NCOA).

\* The killer service I discovered that **automatically captures names and addresses for 70% of your inbound phone calls**. Drop these addresses into your database follow-up system in a flash. Within several days, they'll have their first postcard or letter waiting for them in their mail box.

\* **How to get names and addresses for your EMAIL DATABASE.** You should convert 20% - 30% of your email database into a mailing database based on my research. **This is simple as pie to do.** It's one of the really cool software programs I've discovered.

(Of course, you do have to buy this software separate from the course but there is a trial you can use.)

\* What the four primary software programs I've discovered are, how much they COST and **how they work.**

\* **How to drop people into one of four separate database follow up systems** with only 2 clicks

\* How to make **your direct mail postcards** (large and small), **booklets and letter go out automatically!**

\* How to **install the 8 week BONDING BLITZ** that locks in loyalty from your new customers.

\* **You get my "Plug 'n Go" Pre-Made template postcards** for your 8 week blitz. They're **ready to upload** to the automated mailing service.

\* Should you use 1-sided or 2-sided postcards? **What works best?** Be prepared to find out!

\* How to create impressive looking **"handwritten" letters and envelopes** to send to your customers that look as if they've been written by hand when in fact, they only take minutes to produce them by the hundreds!

Following the step by step instructions in the course (includes a video that shows you exactly what to do) **you can do this yourself, at home on your own computer** with nothing more than a "cheapo" printer!

Every letter is customized with the persons name and every envelope has their "handwritten" address. In the example above you can actually see what the envelope looks like with the different recipient's information!

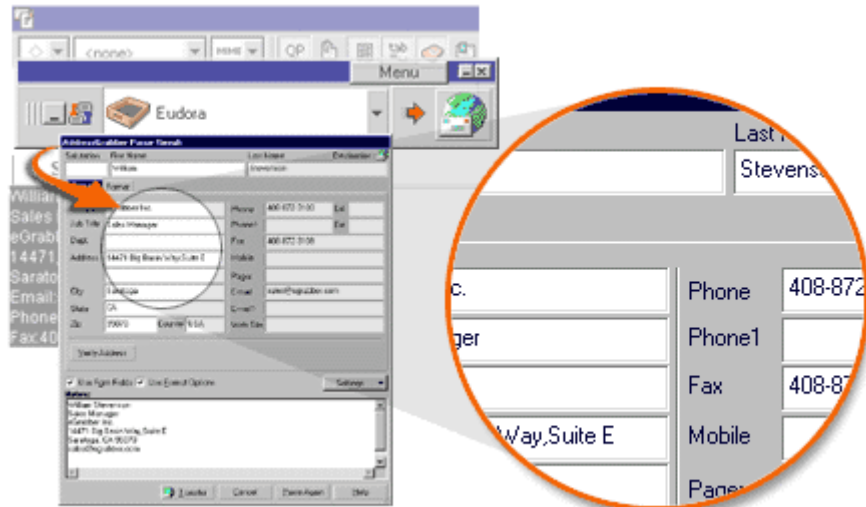


There are companies that provide this as a service that charge hundreds or thousands of dollars to do this for you. But I'll SHOW you how to do it at home and will GIVE you the actual handwritten letters and envelopes to customize.

\* **How to merge in names to the headlines on your postcards** and letters. No impersonal junk mail here. You **make your response ZOOM** when you put THEIR name right in the headline of the postcard, booklet or letter.

\* The **amazing software program that will suck names and addresses of targeted prospects off the web for you.** These are the same names and addresses you'd normally pay \$80 to \$100 for. In 1-2 hours you can have a targeted list, ready to mail. AND NO FEAR OF GETTING SPAM COMPLAINTS!

Here's a screen shot that shows you just how simple and easy it is to build a full blown mailing list.



\* **Flawless formatting of your lists:** How to take your list of customers and prospect addresses and get them formatted flawlessly, perfectly with updated information -- dirt cheap.

\* When do you send a postcard? When do you send a letter? **What works best and when?**

\* The amazing 2-page direct mail letter that will get people to visit your web site. **Blast these out to highly targeted lists and watch the hits roll in.**



I'll show you how to customize your own 2 page letter and get it sent out as a "self mailer" or in a windowed envelope. The choice is yours.

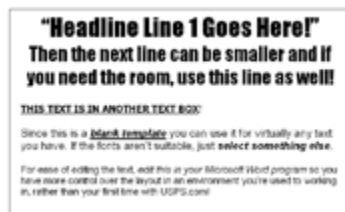
You can also send larger letters, 10, 20 or more pages and can choose from windowed or regular 9x12 inch envelopes with the customer address printed on the front.

\* How to **get your postcards and letters sent to BUYERS** of products and services like yours. PPC traffic is great. But they are NOT buyers. And sometimes you're still paying 40 and 50 cents a click! I can blast out a postcard to them for .24 each! Anyone who says direct mail can't be cost effective is full of it and has a hidden agenda to convince you NOT to use it.

\* Get actual **EXAMPLES** of my letters and postcards. And get pre-done **PLUG N GO TEMPLATES** you can use for your own mailings so **you don't have to tear your hair out trying to figure out where to get the templates** and how to use them.

**You get MORE than FORTY PRE-MADE postcards in 4x6, 5x7 and 6x9 inch format.**

Here are just 2 examples:



Plus, **you get an entire collection of FULL COLOR postcards** for all occasions.

\* **How to contact potential affiliates** and associates **without losing sleep** because they might accuse you of spam and cause you to lose your web site hosting overnight. (It sucks when you wake up, type in www and you get an error message cause your web host shut you down.)

\* The phenomenal software program I discovered that allows you to **pre-program sequences of direct mail, letters, postcards, calls and follow ups**. These sequences can be assigned to different assistants for auto-pilot operation. This is NOT a program used within the Internet marketing industry. **I've gone outside our industry** and rigged something else to work like a champ!

\* How to **take a database that's a wreck and whip it up into full-blown, combat-ready status for only pennies per name.**

\* **You can quickly and easily start selling a monthly subscription to your printed newsletter using this automated mailing system.** If you've NEVER written a printed newsletter because printing and mailing it was to big a hassle or too expensive, I'm going to liberate you to become a newsletter publishing machine because **I'll show you how to get published in style without ever licking a stamp** or stuffing an envelope.

\* How and **why to cultivate a "top-of-consciousness" database**

\* **What the "movers 'n shakers" database is. How to compile one of your own and use it!**

\* How to **use postcards to simply and easily get referrals.**

\* Should you use a #10 envelope or 9 x 12?

\* What about using a laser printer to print your postcards? Does it work? Is it cost effective? Should you do it?

\* Where to **get more postcard ideas** than you'll likely ever be able to use in a lifetime.

\* **How to put out a \$0.24 postcard newsletter!**

\* And so much more...

For more information on the [Direct Mail Success System](#) OR to **take it for a completely "risk free" 90 day test drive** just click the link below:

[Direct Mail Success System](#)

Best Wishes,  
Marlon Sanders

P.S. Yesterday I got an email from one of my customers named Chris who ordered the Direct Mail Success System within the last few weeks and he wanted me to know that as far as he knows, he's never seen anything like my Direct Mail course available anywhere else **and** he felt it'll really revolutionize his business!

**If you're ready to revolutionize your business** just click the link below and take the Direct Mail Success System home study course for a RISK FREE, 100% guaranteed 90 day test drive.

[Click here to test drive the Direct Mail Success System!](#)

